

Map Investment Opportunities

What is it?

Map Investment Opportunities helps place-focused institutions understand their local/regional opportunities for local impact investing and identify ways that local investing strategies can help achieve mission and begin to scale community and economic development solutions. This empowering research is designed to help foundation leaders decide where local investing may be the right tool to achieve impact, what gaps in the current capital system may be best addressed through local investment and to identify potential partners in support of foundation action.



What value does it provide?

Place-focused foundations need a way to understand potential opportunities and partners as they develop and implement a local impact investing strategy. This assessment **combines primary and secondary data** with the LOCUS team's **seasoned analysis** to create a knowledge base from which the foundation can act. Using a virtual briefing format, the LOCUS team can share analysis and insights with foundation staff, board and community partners giving the foundation an opportunity to build understanding and engage the community at the same time.

When is Map Investment Opportunities the right solution?

This assessment is a strong first step for place-focused foundations that are actively considering local impact investing and need to better understand the opportunities that exist in the community. The assessment can be very helpful in building a stronger commitment within the foundation, including among board members, by demonstrating the demand for local impact investing **and identifying alignment between those opportunities** and the **foundation's mission**. It can help to answer questions such as: "Where would we invest?" and "With what organizations might we partner?"

How has it been used most effectively?

Foundation's with a commitment to local impact investing are best positioned to begin **mapping specific investment opportunities**. LOCUS is working with a group of funders and other partners in upstate New York to better understand the opportunities for investment in the value-added agriculture and regional tourism sectors. We are also working in northeastern PA with an economic development organization to assess the resources for investing in a set of community and economic development priorities, including the role of local philanthropy. LOCUS can help foundations map local investment opportunities in many sectors, including but not limited to: affordable housing, nonprofit providers, food systems, tourism & recreation, entrepreneurship, clean energy and early childhood education.

How can I learn more about LOCUS?

To learn more about LOCUS' solutions and tools, please contact **Sydney England** at sydney@locusimpactinvesting.org or at 804.793.0985.